

# **Partnering to Promote Heritage Tourism in Local Communities: Guidance for Federal Agencies**

Each year, millions of travelers visit America's historic places. Such tourism – heritage tourism – can result in a variety of tangible and intangible benefits for visitors, the historic resources, and the communities where they are located. Federal agencies have an important role to play in encouraging the realization of these potential benefits.

In 2003, President Bush signed Executive Order 13287: “Preserve America,” which tasks Federal agencies with certain responsibilities regarding heritage tourism. The following information provides guidance to agencies on effectively fulfilling these responsibilities.

[Defining Heritage Tourism](#)

[Heritage Tourism Requirements of Executive Order 13287](#)

[Why is the Federal Government Interested?: The Benefits of Heritage Tourism](#)

[Challenges of Heritage Tourism](#)

[Principles of Successful Heritage Tourism](#)

[Recommendations for Federal Land Managers](#)

[Recommendations for Federal Assistance Agencies](#)

[Locating Heritage Tourism Contacts](#)

[Links to Innovative Initiatives and Success Stories](#)

[Other Resources and Links](#)

# Defining Heritage Tourism

Section 7 of Executive Order 13287 defines heritage tourism as:

the business and practice of attracting and accommodating visitors to a place or area based especially on the unique or special aspects of that locale's history, landscape (including trail systems), and culture.

This is the definition of heritage tourism that Federal agencies should use, since it is embodied in the Executive Order, but be aware that there are variant definitions in general use. Also, the term "cultural heritage tourism" is sometimes used. The following is a sampling of how national preservation organizations and State Historic Preservation Offices define heritage tourism.

- Cultural heritage tourism is "traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources." (National Trust for Historic Preservation, [www.culturalheritagetourism.org/howToGetStarted.htm](http://www.culturalheritagetourism.org/howToGetStarted.htm))
- "Heritage tourism focuses on the story of people and places told through interpretation of cultural landscapes and preservation or restoration of historic structures." (National Association of Tribal Historic Preservation Officers, [www.nathpo.org/Toolkit/NATHPO.pdf](http://www.nathpo.org/Toolkit/NATHPO.pdf))
- "Heritage tourism is travel directed toward experiencing the heritage of a city, region, state or country. This travel enables the tourist to learn about, and be surrounded by, local customs, traditions, history and culture." (Texas Historical Commission, [www.thc.state.tx.us/faqs/faqht.html](http://www.thc.state.tx.us/faqs/faqht.html) )
- "An activity in which people enjoy the discovery of a place's unique identity derived from its history. . . A form of tourism based upon the enhancement and protection of cultural resources as an element of tourism resources." (Utah State Historical Society, <http://history.utah.gov/httoolkit/g1.html>)

# Heritage Tourism Requirements of Executive Order 13287

**Executive Order 13287** advances the protection, enhancement, and contemporary use of Federally owned historic properties and promotes intergovernmental cooperation and partnerships for the preservation and use of historic properties. Key to this effort is partnering with non-Federal parties to make more efficient and informed use of historic resources for economic development. The role of the Federal government in encouraging economic development through heritage tourism is specifically addressed in three sections of the Executive Order.

**Section 3(a).** As part of their baseline assessment of the state of their historic properties, Federal land managing agencies must include an assessment of how the types of historic properties they manage can contribute to community economic development, including heritage tourism.

*Accurate information on the state of Federally owned historic properties is essential to achieving the goals of this order and to promoting community economic development through local partnerships. Each agency with real property management responsibilities shall prepare an assessment of the current status of its inventory of historic properties required by section 110(a)(2) of the NHPA (16 U.S.C. 470h-2(a)(2)), the general condition and management needs of such properties, and the steps underway or planned to meet those management needs. The assessment shall also include an evaluation of the suitability of the agency's types of historic properties to contribute to community economic development initiatives, including heritage tourism, taking into account agency mission needs, public access considerations, and the long-term preservation of the historic properties. No later than September 30, 2004, each covered agency shall complete a report of the assessment and make it available to the Chairman of the Advisory Council on Historic Preservation (Council) and the Secretary of the Interior (Secretary).*

**Section 5(a).** The Department of Commerce, working with Federal agencies, is called upon to help non-Federal parties promote the use historic properties for heritage tourism. Such efforts will address strengthening heritage tourism as it relates to Federally owned properties.

*To the extent permitted by law and within existing resources, the Secretary of Commerce, working with the Council and other agencies, shall assist States, Indian tribes, and local communities in promoting the use of historic properties for heritage tourism and related economic development in a manner that contributes to the long-term preservation and productive use of those properties. Such assistance shall include efforts to strengthen and improve heritage tourism activities throughout the country as they relate to Federally owned historic properties and significant natural assets on Federal lands.*

***Section 5(b).*** Federal agencies are called upon to partner with the tourism programs of non-Federal parties by using Federally owned historic properties in conjunction with such programs. Agencies are directed to coordinate and cooperate with tourism officials.

*Where consistent with agency missions and governing law, and where appropriate, agencies shall use historic properties in their ownership in conjunction with State, tribal, and local tourism programs to foster viable economic partnerships, including, but not limited to, cooperation and coordination with tourism officials and others with interests in the properties.*

# Why is the Federal Government Involved?: The Benefits of Heritage Tourism

While travelers to historic places reap educational and recreational benefits, the communities being visited also profit from heritage tourism. Executive Order 13287 establishes that the Federal government will help communities to realize such benefits.

**Economic Benefits.** Heritage tourism can be a powerful economic development tool. Attracting visitors to a community is a good source of revenue and creates jobs. Capitalizing on heritage assets is particularly important, since numerous studies have shown that heritage tourists stay longer and spend more than other tourists. Focusing on heritage tourism can also help a community diversify its economy, which may previously have been dependent on one industry or economic sector.

Consider the following statistics:

- In 1999, heritage tourists to Colorado spent \$3.1 billion in direct and indirect expenditures. (*The Economic Benefits of Historic Preservation in Colorado* [www.coloradohistory-oahp.org/publications/1620.htm](http://www.coloradohistory-oahp.org/publications/1620.htm))
- In 2001, heritage travelers spent \$2.3 billion dollars in Maryland, \$1.9 billion of which came from nonresident travelers. (*Investing in Our Communities: Maryland's Heritage Areas Program* [www.marylandhistoricaltrust.net/ha2003.pdf](http://www.marylandhistoricaltrust.net/ha2003.pdf))
- In New York's Hudson Valley, heritage tourists bring an economic benefit of \$140 to \$200 million. (*New York: Profiting Through Preservation* [www.preservenys.org/profitting.pdf](http://www.preservenys.org/profitting.pdf))

**Quality of Life Benefits.** In addition to its economic benefits, heritage tourism can be an important agent in promoting community pride and enhancing quality of life. As communities focus on presenting their heritage assets to tourists, they gain increased appreciation for such resources. Reuse and revitalization of historic properties for visitor services protects important resources and helps to retain the community's unique sense of place.

**Benefits for Federal Land Managers.** By helping communities, Federal land managers can also help themselves. Partnering with non-Federal parties to promote heritage tourism can build awareness of and appreciation for Federally owned historic properties. This, in turn, helps build constituencies to support agency stewardship efforts. Partnership efforts to promote heritage tourism can lead to new uses for Federally owned historic properties, collaborative interpretive efforts, increased volunteer participation, and greater leverage of financial and human resources.

While focused primarily on preservation partnerships rather than on heritage tourism per se, the Department of Defense publication *Working Together: Achieving Cultural Resource Management Goals through Partnerships* offers an excellent discussion of the potential benefits to Federal land-managers of public/private partnerships.

(<https://www.denix.osd.mil/denix/Public/ESPrograms/Conservation/Legacy/Workingtogether/wk1.html>)

## **Challenges of Heritage Tourism**

Despite its many benefits, heritage tourism can pose challenges for communities. On the one hand, increased tourism can have unintended consequences if resources and infrastructure cannot accommodate the influx. The physical integrity of historic places can be compromised if visitation is not managed so as to prevent damage and overuse, and popular heritage tourism destinations run the risk of being “loved to death.” More visitors can also mean more trash, traffic, vandalism, theft, and invasion of privacy. If you are partnering with a non-Federal party on a heritage tourism project, whether it involves a property you administer or not, be sure to consider these potential problems in developing the project or initiative.

You should also be concerned about sustainability. If Federal resources will be expended in connection with a local heritage tourism initiative, there should be a reasonable expectation that the initiative can be sustained. For example, if a Federal agency is helping to develop a local visitor interpretive center – either through funding or cooperative staffing and development – there should be an operational or business plan setting forth how the center will be supported and utilized over the long term.

# Principles of Successful Heritage Tourism

The National Trust for Historic Preservation is a leader in the study and promotion of heritage tourism, and the Trust has articulated five widely accepted principles of successful and sustainable heritage tourism. They are outlined below and are discussed in greater detail at [www.culturalheritagetourism.org/fivePrinciples.htm](http://www.culturalheritagetourism.org/fivePrinciples.htm).

- ***Collaborate.*** Much more can be accomplished by working together than by working alone. Successful cultural heritage tourism programs bring together partners who may not have worked together in the past.
- ***Find the Fit Between the Community and Tourism.*** Balancing the needs of residents and visitors is important to ensure that cultural heritage tourism benefits everyone. It is important to understand the kind and amount of tourism that your community can handle.
- ***Make Sites and Programs Come Alive.*** Competition for time is fierce. To attract visitors, you must be sure that the destination is worth the drive.
- ***Focus on Quality and Authenticity.*** Quality is an essential ingredient for all cultural heritage tourism, and authenticity is critical whenever heritage or history is involved.
- ***Preserve and Protect Resources.*** A community's cultural, historic, and natural resources are valuable and often irreplaceable.

Collaboration is critical and is the vehicle whereby Federal agencies can assist local communities in encouraging economic development through heritage tourism. See the following links for recommendations, examples, and other information on partnering with non-Federal parties to promote heritage tourism.



## Recommendations for Federal Land Managers

The following recommendations are designed to help you improve the effectiveness of your efforts to partner with non-Federal parties to promote local heritage tourism initiatives. For examples of these recommendations in action, see [Links to Innovative Initiatives and Success Stories](#).

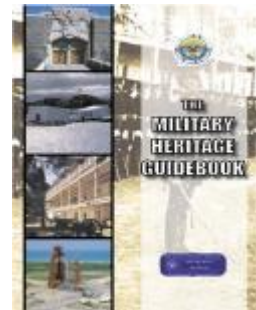
***Talk to the right people.*** As a Federal land-manager, you no doubt are already in contact with government officials and important organizations in the area of your facility. But the people with whom you routinely interact may not be the same people promoting heritage tourism. Obviously, you can ask your existing contacts who else you should be talking to regarding heritage tourism. Also, consult these [links](#) in identifying State, tribal, regional, and local organizations that are developing and promoting heritage tourism.



*Federal Agency Memorandum of Understanding with WSTPC*

***Participate in coalitions.*** At all levels – local, state, and national – coalitions are being created to plan for heritage tourism development and implement heritage tourism initiatives. This can be particularly important for small communities, where marketing historic resources regionally can be much more effective than if each individual community attempted its own marketing. Be an active participant in such coalitions.

***Share information on your historic properties.*** Some Federal historic properties are significant enough to be “stand alone” destinations for tourists. But whether this is case or not, the context that makes your historic properties significant is probably mirrored in the history of the local community/ies. Presumably, nearby non-Federal historic properties are linked thematically to your properties, and this provides a rich opportunity for packaging related properties through walking or driving trails, guidebooks, etc. Tell local contacts about the full range of historic properties you manage and seek to learn about their historic resources



*DoD's Heritage Tourism Guidebook to Military Properties*



*Jemez Pueblo Walatowa Visitor Center—A USDA Forest Service Partnership*

***Locate or co-locate visitor centers in local communities.*** In addition to any visitor centers located on Federal land, there may also be utility in developing visitor interpretation centers in nearby communities. While community-based visitor centers obviously benefit the agency in terms of managing visitation to Federal properties, they also provide an opportunity to encourage tourists to visit local heritage assets. Co-location with a local Chamber of

Commerce or other entity can leverage funding and build the success of the partnership to encourage heritage tourism.



NPS helped Canal Fulton Main Street create a heritage tourism brochure & Web site

***Help communities interpret and market historic resources.*** In addition to locating or co-locating visitor centers in local communities, look for other opportunities to help communities get the word out about their historic properties. Provide links from your Web sites to local history and tourism sites. When possible, provide funding assistance for brochures, exhibits, and heritage-themed events in local

communities that tie in with the heritage assets you administer.

***Use your funding and technical assistance programs.*** If your agency also administers any grant or technical assistance programs, look for opportunities to channel funds or expertise to local heritage tourism initiatives. When funding community historic preservation efforts, promote (where appropriate) inclusion of a heritage tourism component.



NOAA is funding interpretation at the St. George Sealing Plant, Alaska



GSA's General Post Office in Washington, DC, now a hotel

***Facilitate the development of local heritage tourism based businesses and attractions.*** Explore how underutilized Federal property might be made available for heritage tourism uses. Buildings potentially can be leased for use as heritage tourism attractions, such as museums, or for development as tourism support services, such as lodging.

***Remember heritage tourism during consultation under Section 106.*** Section 106 of the National

Historic Preservation Act requires that agencies consult with other parties to seek to avoid or mitigate adverse effects of Federal undertakings on historic properties. Agreeing to specific actions to assist local heritage tourism efforts might be an acceptable mitigation measure in some cases. For instance, mitigation for changes to a Federal building that will adversely impact a surrounding historic district could include funding the establishment of an interpretive walking trail of the district. Think outside the box and include heritage tourism options in Section 106 consultation.



Sequoyah Birthplace Museum, TVA mitigation for reservoir construction

***Help communities participate in Federal programs promoting heritage tourism.*** If your agency has a major presence within or near a community, consider helping that community to take advantage of Federal programs that can assist them in their heritage tourism efforts. For example, if you help a community apply for and become a *Preserve America* Community, it will be eligible for *Preserve America* Grants for heritage tourism projects.

## Recommendations for Federal Assistance Agencies

The following recommendations are designed to help you improve the effectiveness of your efforts to partner with non-Federal parties to promote local heritage tourism initiatives. For examples of these recommendations in action, see [Links to Innovative Initiatives and Success Stories](#).

***Participate in coalitions.*** At all levels – local, state, and national – coalitions are being created to plan for heritage tourism development and implement heritage tourism initiatives. This can be particularly important for small communities, where marketing historic resources regionally can be much more effective than if each individual community attempted its own marketing. Be an active participant in such coalitions.

***Recognize the role of heritage tourism in economic and community development.*** It is important not to overlook the potential for heritage tourism to revitalize local communities and their economies. When selecting projects for funding or technical assistance, remember that a heritage tourism project may be as important to a community's future as more frequently funded housing, commercial, and industrial development.



USDA's RC&D Program  
assisted development of the  
Civil Rights in Education  
Heritage Trail



HUD's publication on CDBG  
funds and heritage tourism

***Let those seeking assistance know how you can help.*** States, Tribes, and local communities may be familiar with your funding or technical assistance programs but not realize how they might support heritage tourism. They may mistakenly assume such activities aren't eligible for assistance at all. Or they may not appreciate the range of heritage tourism projects that might be supported. Develop guidance that specifically identifies how your programs can help heritage tourism efforts. Provide examples of heritage tourism projects that you previously have assisted.

***Remember heritage tourism during consultation under Section 106.*** Section 106 of the National Historic Preservation Act requires that agencies consult with other parties to seek to avoid or mitigate adverse effects of Federal undertakings on historic properties. Agreeing to specific actions to assist local heritage tourism efforts might be an acceptable mitigation measure in some cases. For instance, mitigation for permitting a project that will adversely impact a surrounding historic district could include requiring the developer to fund development of an interpretive walking trail of the district. Think outside the box and include heritage tourism options in Section 106 consultation.

**Seek opportunities to give special consideration to heritage tourism projects in Preserve America Communities.** Under the Administration's Preserve America initiative, communities can be designated Preserve America Communities when they meet criteria documenting how they are preserving their heritage assets and using them for heritage tourism and economic development. By giving preferential consideration to assistance requests from such communities, you will be promoting public/private partnerships with communities that have already demonstrated a commitment to heritage tourism and historic preservation.

# Locating Local Heritage Tourism Contacts

## *Local Contacts*

- Does the local community (or communities) have a convention and visitor's bureau? [www.officialtravelguide.com](http://www.officialtravelguide.com)
- Does the local community (or communities) have a Chamber of Commerce? [www.uschamber.com/chambers/directory/default.htm](http://www.uschamber.com/chambers/directory/default.htm)

In many smaller communities that do not have a convention and visitor's bureau, the Chamber of Commerce may be the principal organization promoting tourism.

- Is the local community (or communities) a Main Street Community? [www.mainstreet.org](http://www.mainstreet.org)

The Main Street approach, developed by the National Trust for Historic Preservation, helps local communities revitalize their downtowns through an innovative methodology that combines historic preservation with economic development. Heritage tourism is generally a key component of Main Street Community efforts. At [www.mainstreet.org](http://www.mainstreet.org), check the directories of both Main Street Coordinating Programs and Local Main Street Programs.

- Is the local community (or communities) a Certified Local Government? [www.cr.nps.gov/hps/clg/](http://www.cr.nps.gov/hps/clg/)

Communities that have been designated as Certified Local Governments (CLGs) by the National Park Service have active historic preservation programs and are frequently involved in heritage tourism.

## *State Contacts*

- What is your State's tourism office? [www.towd.com](http://www.towd.com)

There may also be regional tourism offices within a state.

- Does your State Historic Preservation Office (SHPO) have a heritage tourism program? [www.ncshpo.org](http://www.ncshpo.org)

Presumably, your agency already deals with the SHPO, at least with their compliance staff in the context of projects being reviewed in accordance with Section 106 of the National Historic Preservation Act. But some SHPOs have programs and staff that deal specifically with heritage tourism, so ask if that is true in your case.

- State tourism councils [www.tia.org/express/ncstd\\_member\\_organization.html](http://www.tia.org/express/ncstd_member_organization.html)

### *Tribal Contacts*

- Do local Indian tribes have heritage tourism programs?

If your Federal facility includes properties of interest to Native Americans, you probably already deal with local tribes (and possibly more distant tribes, as well). Some tribes have programs that deal with tourism in general or heritage tourism in particular. Depending on the nature of the historic properties under your care that are of interest to them, your properties might tie into their tourism initiatives. Some tribal tourism programs are listed at [www.ainta.org](http://www.ainta.org).

# **Innovative Initiatives and Success Stories**

## **Federal Land Management Agencies**

### ***Multi-Agency***

The Forest Service, Corps of Engineers, and Interior Department agencies are signatories to Memoranda of Understanding with the Western States Tourism Policy Council and the Southeast Tourism Policy Council.

[www.dced.state.ak.us/wstpc](http://www.dced.state.ak.us/wstpc)

[www.southeasttourism.org/south\\_T\\_policy\\_council.html](http://www.southeasttourism.org/south_T_policy_council.html)

Federal land managing agencies are also among the participants in the California Cultural and Heritage Tourism Council and the Montana Tourism and Recreation Initiative.

[www.cprs.org/whatsnew/CCHTC.htm](http://www.cprs.org/whatsnew/CCHTC.htm)

[travelmontana.state.mt.us/OURPROGRAMS/mtri.asp](http://travelmontana.state.mt.us/OURPROGRAMS/mtri.asp)

### ***Bureau of Land Management***

BLM has launched its Adventures in the Past Web site to help promote public education about, awareness of, and involvement in the protection of BLM heritage assets. Tourism, volunteerism, and continuing education focusing on BLM heritage assets are the key focuses. In its “Featured Adventure Sites,” BLM is providing links to chambers of commerce or tourism bureaus of nearby local communities.

[www.blm.gov/heritage/adventures](http://www.blm.gov/heritage/adventures)

Through its Undaunted Stewardship Program, BLM is working with Montana ranchers to improve the environmental quality and economic productivity of their land, while also preserving and interpreting historic sites and landscapes, particularly those associated with the Lewis and Clark Expedition. Ranchers receive financial and technical assistance to develop and implement grazing management plans. Ranches with historic sites can enter into Historical Site Preservation Agreements, where they agree to protect the sites and provide opportunities for the public to visit them. Large-scale interpretive displays are being placed at ranches with agreements. Ranches can also receive assistance in developing tourist-oriented alternate enterprises, such as bed-and-breakfasts, campgrounds, and other recreation enterprises. In implementing the program, BLM partners with Montana State University, and the Montana Stockgrowers Association, and is assisted by a guidance council of conservation groups, agricultural organizations and governmental agencies.

[www.undauntedstewardship.com](http://www.undauntedstewardship.com)

### ***Department of Defense***

DoD has developed a guidebook and series of maps that highlight former and active military sites with heritage resources open to the public. In addition to informing the



public about historic properties they can visit on active military reservations, this material links these properties thematically to non-DoD-owned properties.

[www.denix.osd.mil/denix/Public/Library/NCR/heritagetourism.html?fm-culres](http://www.denix.osd.mil/denix/Public/Library/NCR/heritagetourism.html?fm-culres)

### ***Forest Service***

The Forest Service's Rural Community Assistance programs help rural communities build skills, networks, and strategies to address social, environmental, and economic changes. The grants and other assistance available through these programs have been used to foster heritage tourism and historic preservation. For example, a Rural Community Assistance Grant from the Apache-Sitgreaves National Forests helped the communities of Eagar and Springerville, Arizona, develop the "Pistols, Plows, and Petticoats" driving tours to historic sites. Grant funds also helped to rehabilitate the Newberry Opera House (1882) in Newberry, South Carolina, which has been a major catalyst for heritage tourism in the community.

[www.partnershipresourcecenter.org/resources/stories/stories-fs/arts\\_newberry\\_opera\\_house.php](http://www.partnershipresourcecenter.org/resources/stories/stories-fs/arts_newberry_opera_house.php)

[www.fs.fed.us/spf/coop/library/eap\\_integratinghrm&rca.pdf](http://www.fs.fed.us/spf/coop/library/eap_integratinghrm&rca.pdf)

The Partnership Resource Center, developed by the National Forest Foundation and the Forest Service, provides guidance and case studies on forging partnerships to help improve both forest ecosystems and communities.

[www.partnershipresourcecenter.org](http://www.partnershipresourcecenter.org)

One example of the Forest Service co-locating in a local visitor center is the Williams Visitor Center, which is jointly operated by the Williams-Grand Canyon Chamber of Commerce and the Kaibab National Forest. The building, located in downtown Williams, was originally built in 1901 as a Santa Fe Railway depot. In another example, staff from the Santa Fe National Forest man an information booth at Jemez Pueblo's Walatowa Visitor Center, since many of the Pueblo's ancestral lands are located within the national forest.

[www.williamschamber.com](http://www.williamschamber.com)

[www.jemezpuablo.org/forestsERVICE.htm](http://www.jemezpuablo.org/forestsERVICE.htm)

### ***General Services Administration***

As part of GSA's program to lease underutilized historic buildings, several notable public buildings have been converted to tourism related uses, thus bolstering local economies.

The New Orleans Customs House will soon house the Audubon Insectarium. The National Museum of the American Indian's Heye Center is located in New York's Alexander Hamilton U.S. Custom House. The General Post Office in Washington, D.C., is now a luxury hotel.

[www.gsa.gov/Portal/gsa/...\(trunctuated\)](http://www.gsa.gov/Portal/gsa/...(trunctuated))

As a result of Section 106 review of the development of the Sam Nunn Atlanta Federal Center, GSA agreed to develop an exhibit on the history of Rich's Department Store, which would be adversely affected by the project. The exhibit, which has been installed

in the old department store windows, was produced as a joint effort between GSA, the Heritage Preservation Masters program at Georgia State University, and the Atlanta History Center. The exhibit received the National Council on Public History's Student Project of the Year Award.

As a result of Section 106 review of construction of the Ted Weiss Federal Building in New York City, extensive mitigation was developed to respond to adverse effects to the 17th- and 18th-century African Burial Ground. Included in the mitigation was development of a memorial and interpretive center. While these resources are designed principally to honor those individuals buried at the site, they will also be an important heritage tourism destination for interpreting African-American culture.

[www.africanburialground.gov/ABG\\_Main.htm](http://www.africanburialground.gov/ABG_Main.htm)

### ***National Oceanic and Atmospheric Administration***

NOAA's Thunder Bay National Marine Sanctuary and Underwater Preserve is creating the Great Lakes Maritime Heritage Center, a 20,000-square-foot facility in Alpena, Michigan, that will preserve and highlight the maritime heritage of the Great Lakes and the shipwrecks of Michigan's Thunder Bay. Not only will the facility be a heritage tourism draw, NOAA worked closely with the local community to maximize the effectiveness of its citing. The Maritime Center will be a cornerstone of a larger public-private redevelopment of an historic paper mill complex, which will also include a conference center and paper-making museum.

[http://preserveamerica.noaa.gov/success\\_greatlakes.html](http://preserveamerica.noaa.gov/success_greatlakes.html)

The Thunder Bay National Marine Sanctuary and Underwater Preserve also assisted the City of Alpena, Michigan, in preparing its application for designation as a *Preserve America* Community. Designation provides national recognition for communities that are promoting heritage tourism and economic development through historic preservation.

NOAA has partnered with the Mariners' Museum in Newport News, Virginia, to create the USS *Monitor* Center. The new wing of the museum will house and interpret artifacts from the USS *Monitor*, the famous ironclad warship from the Civil War. It is anticipated to be one of the premier Civil War tourism sites in the country.

[www.monitorcenter.org/preserving/thefuture](http://www.monitorcenter.org/preserving/thefuture)

In 1998, NOAA, working with federal, state, local and tribal partners, began restoration of the St. George Sealing Plant building on St. George Island, Alaska, the last one of its kind still in existence. In 2005, NOAA awarded a Preserve America Initiative Grant to fund development of interpretive displays and videos that will help to develop the sealing plant's heritage tourism potential.

<http://preserveamerica.noaa.gov/successpribilof.html>

### ***National Park Service***

Stearns, Kentucky, is one of America's last remaining company built coal & lumber towns, and the McCreary County Heritage Foundation, Inc. is working towards the restoration and preservation of the entire town. Historically associated structures, such as the Blue Heron Mining Camp, are located in the Big South Fork National River and Recreation Area, and NPS is partnering with the Heritage Foundation to preserve, interpret, and promote the area's resources. Stearns and the Blue Heron Mining Camp are linked by the Big South Fork Scenic Railway, and NPS recently initiated repairs at Blue Heron to improve the visitor experience. NPS has also relocated its visitor center to the Big South Fork Scenic Railway depot in Stearns.

[www.nps.gov/biso/pphtml/newsdetail19427.html](http://www.nps.gov/biso/pphtml/newsdetail19427.html)

[www.nps.gov/biso/pphtml/newsdetail12003.html](http://www.nps.gov/biso/pphtml/newsdetail12003.html)

[www.bsfsry.com](http://www.bsfsry.com)

To commemorate the Bicentennial of the Lewis and Clark Expedition, NPS created the Corps of Discovery II traveling exhibit. The exhibit visits communities across 18 states and the District of Columbia, places integral to preparation for as well as the trail traveled by the historic Corps of Volunteers for Northwestern Discovery. The exhibit provides a heritage tourism focal point that supplements local observances of the Bicentennial.

[www.nps.gov/lecl/CorpsII/Corps2.htm](http://www.nps.gov/lecl/CorpsII/Corps2.htm)

Under a technical assistance agreement between the Cuyahoga Valley National Park and the City of Canal Fulton, Ohio, the park assisted the City in development of a heritage tourism brochure, business recruitment packet, and a Web site. The park applied for and administered grants on behalf of the Canal Fulton Main Street Program and the Canal Fulton Historic Preservation Commission.

[www.canalfultonmainstreet.com](http://www.canalfultonmainstreet.com)

Mammoth Cave National Park has worked closely with surrounding communities on developing a heritage corridor along Kentucky State Routes 31W and 31E. The heritage corridor promotes heritage tourism to local communities along the corridor, Mammoth Cave National Park, and other nearby Federal lands.

[www.trailsrus.com/hwy31](http://www.trailsrus.com/hwy31)

NPS provided partial funding for the research, writing and publication of *Routes to Roots*, a 228-page travel guide of industrial and cultural heritage sites within the seven counties of the Rivers of Steel National Heritage Area.

[www.riversofsteel.com/searchView.aspx?id=209](http://www.riversofsteel.com/searchView.aspx?id=209)

### ***Tennessee Valley Authority***

In 1986, as part of the Section 106 review process, TVA sought ways to mitigate the adverse effects of Tellico Reservoir inundating the Overhill Cherokee Indian towns along the lower Little Tennessee River. As part of mitigation package, TVA gave adjacent reservoir land to the Eastern Band of Cherokee Indians and funded construction of the Sequoyah Birthplace Museum on the tract. While this provided a vehicle for interpreting and celebrating the historic resources being impacted by the reservoir, it also has had

important heritage tourism benefits. Although in a rather remote location, 15,000 tourists visited the Museum in calendar year 2004.

[www.sequoyahmuseum.org](http://www.sequoyahmuseum.org)

## **Federal Assistance Agencies**

### ***Multi-Agency***

The Federal Highway Administration and the Environmental Protection Agency are among the signatories to Memoranda of Understanding with the Western States Tourism Policy Council and the Southeast Tourism Policy Council.

[www.dced.state.ak.us/wstpc](http://www.dced.state.ak.us/wstpc)

[www.southeasttourism.org/south\\_T\\_policy\\_council.html](http://www.southeasttourism.org/south_T_policy_council.html)

### ***Department of Housing and Urban Development***

HUD has published a booklet, *Preserving America, Historic Preservation and Heritage Tourism in Housing and Community Development*. Subtitled *A Guide to Using Community Development Block Grant Funds for Historic Preservation and Heritage Tourism in Your Communities*, the publication explains how eligible CDBG activities can support heritage tourism. It includes case studies from Pharr, Texas; Kissimmee, Florida; and Galion, Ohio.

[www.hud.gov/offices/cpd/energyenviron/environment/subjects/preservation/index.cfm](http://www.hud.gov/offices/cpd/energyenviron/environment/subjects/preservation/index.cfm)

### ***Department of Transportation***

DOT has developed a *Preserve America* Web site that features success stories in heritage tourism and historic preservation. Projects are highlighted that have been supported by the Federal Aviation Administration, Federal Highway Administration, Federal Railroad Administration, Federal Transit Administration, and the Maritime Administration.

<http://ostpxweb.dot.gov/preserveamerica/stories/>

### ***Economic Development Administration***

The U.S. Secretary of Commerce has directed EDA to support and promote *Preserve America* projects as potential investment opportunities. In one example, EDA provided \$1 million to the Santa Fe Cumbres and Toltec Scenic Railroad Commission to help rebuild the historic steam locomotives for a narrow gauge railroad that carries tourists through parts of Colorado and New Mexico.

[www.commerce.gov/opa/press/Secretary\\_Evans/2003\\_Releases/April/29\\_Evans\\_NM\\_EDAgrant.htm](http://www.commerce.gov/opa/press/Secretary_Evans/2003_Releases/April/29_Evans_NM_EDAgrant.htm)

[www.achp.gov/news-eda-award.html](http://www.achp.gov/news-eda-award.html)

### ***Federal Highway Administration***

Both the Transportation Enhancements Program and the National Scenic Byways Program have funded many projects supporting heritage tourism. To help ensure that this

trend continues and expands, then Division Administrator Mary Peters issued a memorandum in 2004 encouraging field staff to take advantage of opportunities to use both of those programs to support heritage tourism and historic preservation. She also urged that special consideration be given to projects that advance the heritage tourism and preservation goals of *Preserve America* Communities.

[www.fhwa.dot.gov/environment/te/memo\\_preserve.htm](http://www.fhwa.dot.gov/environment/te/memo_preserve.htm)

### ***Natural Resources Conservation Service***

Through the Resource Conservation and Development (RC&D) Program, USDA is assisting local RC&D Councils to plan and execute projects for resource conservation and community development. Recently, the Old Dominion RC&D Council assisted in the development of the Civil Rights in Education Heritage Trail, the first historic trail dedicated to commemorating the civil rights. The trail is Virginia's newest historic tourism destination and will drive economic development in Virginia.

[www.nrcs.usda.gov/programs/rcd/success.html](http://www.nrcs.usda.gov/programs/rcd/success.html)

### ***USDA Rural Development***

In its Community Facilities Loan and Grant Program, the USDA Rural Development gave priority consideration in 2005 to applications from *Preserve America* Communities. The program's flexibility allows funding for projects that revitalize rural economies, such as interpretative centers, museums or restored historical buildings. An example of such a project is rehabilitation of the Franklin Museum in New Athens, Ohio, a building associated with the Underground Railroad.

[www.rurdev.usda.gov/rbs/pub/mar05/newsline.htm](http://www.rurdev.usda.gov/rbs/pub/mar05/newsline.htm)

[www.rurdev.usda.gov/rhs/cf/success%20stories/franklin\\_museum.htm](http://www.rurdev.usda.gov/rhs/cf/success%20stories/franklin_museum.htm)

## Other Resources and Links

Advisory Council on Historic Preservation [www.achp.gov](http://www.achp.gov)

Heritage Tourism Issues [www.achp.gov/heritagetourism.html](http://www.achp.gov/heritagetourism.html)

American Indian Alaska Native Tourism Association [www.ainta.org](http://www.ainta.org)

National Alliance of Heritage Areas [www.nationalheritageareas.com](http://www.nationalheritageareas.com)

Heritage Tourism Best Practices [www.nationalheritageareas.com/traveler.htm](http://www.nationalheritageareas.com/traveler.htm)

National Association of Tribal Historic Preservation Officers [www.nathpo.org](http://www.nathpo.org)

Tribal Tourism Tool Kit [www.nathpo.org/Toolkit/NATHPO.pdf](http://www.nathpo.org/Toolkit/NATHPO.pdf)

National Trust for Historic Preservation [www.nthp.org](http://www.nthp.org)

Heritage Tourism Program [www.nationaltrust.org/heritage\\_tourism/](http://www.nationaltrust.org/heritage_tourism/)

Partners in Tourism [www.nasaa-arts.org/artworks/partners.shtml](http://www.nasaa-arts.org/artworks/partners.shtml)

Cultural Heritage Tourism Clearinghouse [www.culturalheritagetourism.org](http://www.culturalheritagetourism.org)

*Preserve America* [www.preserveamerica.gov](http://www.preserveamerica.gov)

Travel Association of America [www.tia.org](http://www.tia.org)